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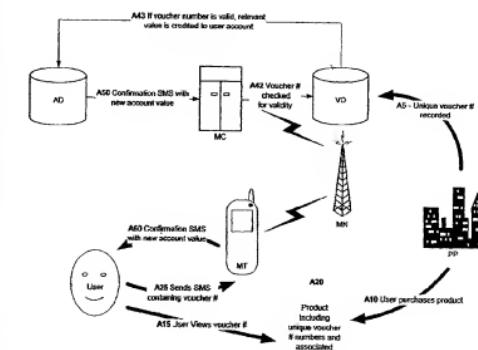
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(54) Title: SCHEMES EMPLOYING MOBILE COMMUNICATIONS



(57) **Abstract:** In a customer reward scheme, a user who purchases a product or service (A20) is provided with a token code (A10). The user enters a token code (A10) in a mobile terminal, which transmits the token code (A10) to a server. The server causes a value associated with the token code (A10) to be added to the user's account (C10). The user receives a message indicating the total value accumulated in the user's account. If the accumulated value in the user's account (C10) exceeds a predetermined threshold, the user receives a message containing a question. The user enters an answer to the question into the terminal. If the answer is correct, a bonus value is added to the customer account. The terminal automatically transmits a prestored terminal or user identity code (F20).

(F20). This identity code (F20) is used as an identifier to create and update the user's account (C10). Messages may be addressed to the user by means of the identity code (F20). The messages may include a password which can be used during a subsequent registration process in which the user provides user details which are then associated with the user's customer account and/or during a redemption process in which a value stored against the customer's account (C10) is redeemed for a reward. In an alternative, competition application, a competition entry code is broadcast. Competition entrants enter the code into their mobile terminals and sent it as a message to an address which accompanies the broadcast. A database of competition entrants is set up using unique identifiers which are sent by the mobile terminals.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

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US Cl. : 705/ 1, 10, 14; 709/217

According to International Patent Classification (IPC) or to both: national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/ 1, 10, 14; 709/217

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

east
coupons, incentives, discounts, cents off, wireless, portable

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|--|-----------------------|
| A,P | US 6,427,064 B1 (HENDERSON) 30 July 2002, entire document. | 1-56; |
| A,P | US 6,313,732 B1 (DELUCA) 6 November 2001, entire document. | 1-56 |
| A,P | US 6,381,465 B1 (CHERN et al) 30 April 2002, entire document. | 1-56 |
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